This has been done with a view to, *inter alia* bring in greater diversity among newspapers and periodicals, bring national dailies to international standards and provide more economical and easier access to foreign scientific technical and specialist magazines, journals and periodicals.

The above decision has been taken after addressing various concerns including those expressed by the Standing Committee on Information Technology.

(c) There is no such proposal at present.

(d) Does not arise in view of (c) above.

Payment for TV channels

1275. SHRIMATI AMBIKA SONI:
SHRI SANTOSH BAGRODIA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government are taking any steps to ensure that the viewers pay for only the channels of their choice and not the once that they do not usually watch;

(b) whether it is a fact that Government propose to introduce a modulator box for the covenience of such viewers; and

(c) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Government has introduced the Cable Television networks (Regulation) Amandment Bill, 2002 in Parliament, with a view to introduce an addressable system for pay channel viewing through the cable networks. This will give choice to the consumer to pay for only those channels that he chooses to view. The Bill has been passed by the Lok Sabha on 15.5.2002.

Demand of united forum of Prasar Bharati Employees

†1276. SHRI SUKHDEV SINGH LIBRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Prasar Bharti Management has received Memoranda from the United Forum of Prasar Bharti Employees regarding various problems of A.I.R. and Doordarshan employees;

†Original notice of the question was received in Hindi.

(b) if so, the main demands of the Forum and the action taken thereon;

(c) whether a number of letters from the Forum has been received by Prasar Bharati Management in which they sought time to meet the Chairman of the Board; and

(d) if so, the action taken in this regard and whether her Ministry would intervene in this matter?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) Yes, Sir. Prasar Bharati has informed that the demands mentioned in the Memoranda of the United Forum of Prasar Bharati employees include, *inter alia*, grant of upgraded pay scales on the same basis as it was granted to Programme/Engineering cadres, grant of benefits under ACP scheme etc. Action has been taken by the Prasar Bharati as per the merits of each demand. After interministerial consultation, it has not been found feasible to accept the demand for upgraded pay scales. The grant of benefits under ACP scheme is a continuous process and is being implemented by Prasar Bharati in accordance with the eligibility conditions.

(c) No, Sir.

(d) Does not arise.

Public interest advertisement slots on DD

1277. SHRI RAJKUMAR DHOOT: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the advertisement slots of public interest on DD have declined;

(b) if so, the reasons therefor;

(c) the percentage of monthly advertisement slots of public interest as compared to commercial advertisements; and

(d) the steps taken to emphasise the need to control population and family welfare through Delhi Doordarshan?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir.

(b) Does not arise.